

IN THE CLAIMS:

The following listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims:

Claims 1-10 (canceled).

Claim 11 (currently amended): A method for controlling the feeding of a web substrate into a printing press comprising the steps of:

feeding the web substrate with a web tension into the printing press via a feed cylinder having a diameter d;

specifying a printing length to be achieved;

~~determining a current printing length of the printing press; and~~

determining an angular velocity ω_1 of the feed cylinder;

determining an angular velocity ω_2 of a blanket cylinder in the printing press which receives the web;

determining a current printing length l of the printing press by calculating $l = \pi d \frac{\omega_1}{\omega_2}$;

and

varying the web tension by varying a length of the web substrate fed during one time interval as a function of a deviation of a current printing length from the printing length to be achieved.

Claim 12 (cancelled).

Claim 13 (cancelled).

Claim 14 (cancelled).

Claim 15 (currently amended): The method as recited in claim 11 wherein varying the length of the web substrate ~~(12)~~ fed during one time interval includes varying the angular velocity of a

feed roller.

Claim 16 (previously presented): The method as recited in claim 11 wherein a relationship between the web tension and the current printing length is a linear relationship.

Claim 17 (previously presented): The method as recited in claim 16 further comprising parameterizing the linear relationship as a function of a type of printing substrate or a type of rubber blanket used.

Claim 18 (previously presented): A device for controlling the feeding of a web substrate into a printing press comprising:

- an actuator for adjusting the length of web substrate to be fed during one time interval;
- a computer for calculating a driving of the actuator;
- a memory unit of the computer; and
- a program stored in the memory unit;

the program having at least one part executing a control of the device in accordance with the method as recited in claim 11.

Claim 19 (previously presented): A rotary press comprising:

- an unwind unit;
- a plurality of print units; and
- at least one device as recited in claim 18.

Claim 20 (previously presented): A rotary press for processing a plurality of web substrates comprising:

- a plurality of unwind units;
- printing towers having a plurality of print units, and

a device as recited in claim 18 for each of the web substrates.